



## ABSTRACT OF THE DISCLOSURE

The present invention establishes a trusted market place which allows insurance goods and services to be transacted on the Internet between insurance business entities and certain type of consumers called "networked consumers" who can be properly authenticated without requiring each to obtain an authenticating device. The market players are the business entities, the networked entities, and the networked consumers. In this market structure, a plurality of business entities have access to the insurance market place, and they place details of insurance goods and/or services to be sold on-line. The networked insurance consumers can access the market place to purchase the insurance goods and services, and at least the registration must occur through a networked entity having an authenticating system. Because the authentication is performed via the networked entities, no authenticating system is required by the networked consumers.